

ABSTRACT OF THE DISCLOSURE

An information processing apparatus is disclosed which comprises: a first acquiring element for acquiring the number of times information contents are downloaded over a network; a second acquiring element for acquiring the number of times the information contents are reproduced; and a computing element for computing a pricing index for the information contents based on the number of times the information contents have been downloaded as acquired by the first acquiring element and on the number of times the information contents have been reproduced as acquired by the second acquiring element.